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B. 1960
[Signature]

General Alfred M. Greenathan
President, The American National
Red Cross
Washington, D. C.

Dear Al:

Thank you very much for the Annual Report
of the American Red Cross which I have looked
over with a great deal of interest.

I have always been greatly impressed by
the many worthy services performed by your
organization and I want to tell you how much
I appreciate your thoughtfulness in bringing
this to my attention.

Once again, many thanks and with every
best wish.

Sincerely,

[Signature]

Allen W. Dulles
Director

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EXEUTIVE



From

Alfred M. Gruenther

President

The American National Red Cross
Washington, D. C.

Dear Allen - Although
this is not part
of our Arborjures (sic)
movement, I think
that a reading of this
report will enable
you to understand
us better

Feb 15, '60

Al

**Good things happen
when you give**



WHAT THINGS CAN PEOPLE GIVE?

Time. Talent. Thought. Skill. Blood—
the gift of life. Good cheer. Counsel.
Money. Heart. Especially Heart.

The American National Red Cross



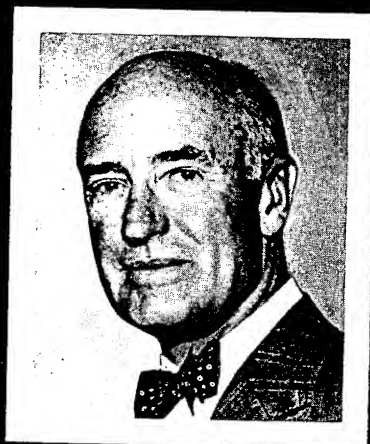
ANNUAL REPORT

for the year ended June 30, 1959



"It is always a privilege to take part directly in the work of this great organization. The citizens of our land and lands around the world have long benefited from the services of the Red Cross . . . good neighbors in action."

Dwight D. Eisenhower
Honorary Chairman



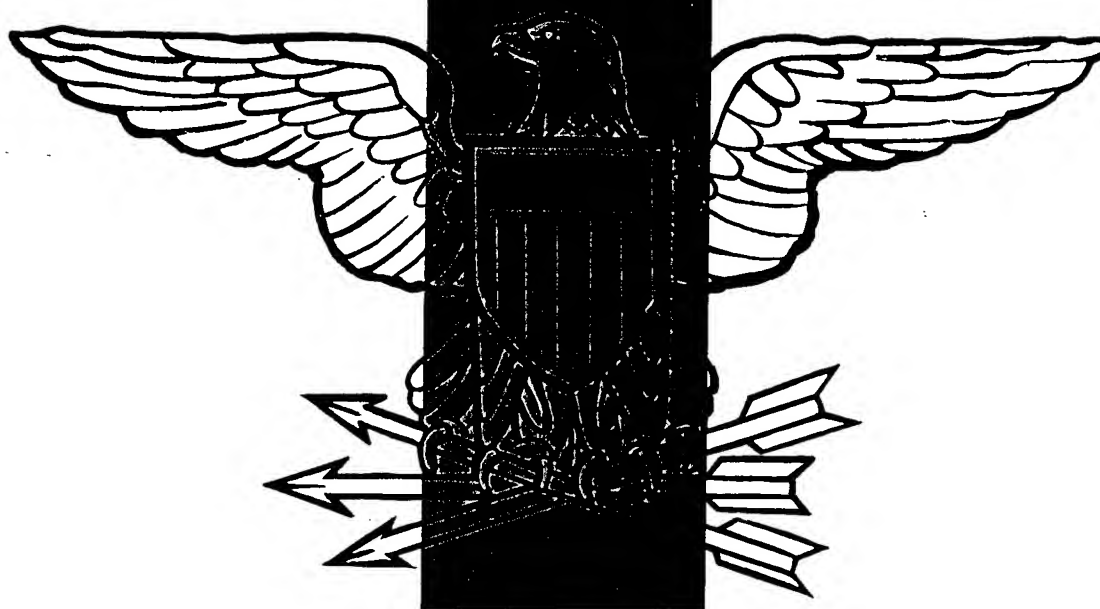
"In giving from your heart and pocket to make someone else healthier, happier, safer, stronger, you enrich yourself. In meeting another man's need, you look a necessity of your own in the face."

E. Roland Harriman
Chairman



"The Red Cross is a direct expression of the human conscience, of the ageless impulse in men's hearts to give, to guide, to teach, to help one another."

Alfred M. Gruenther
President



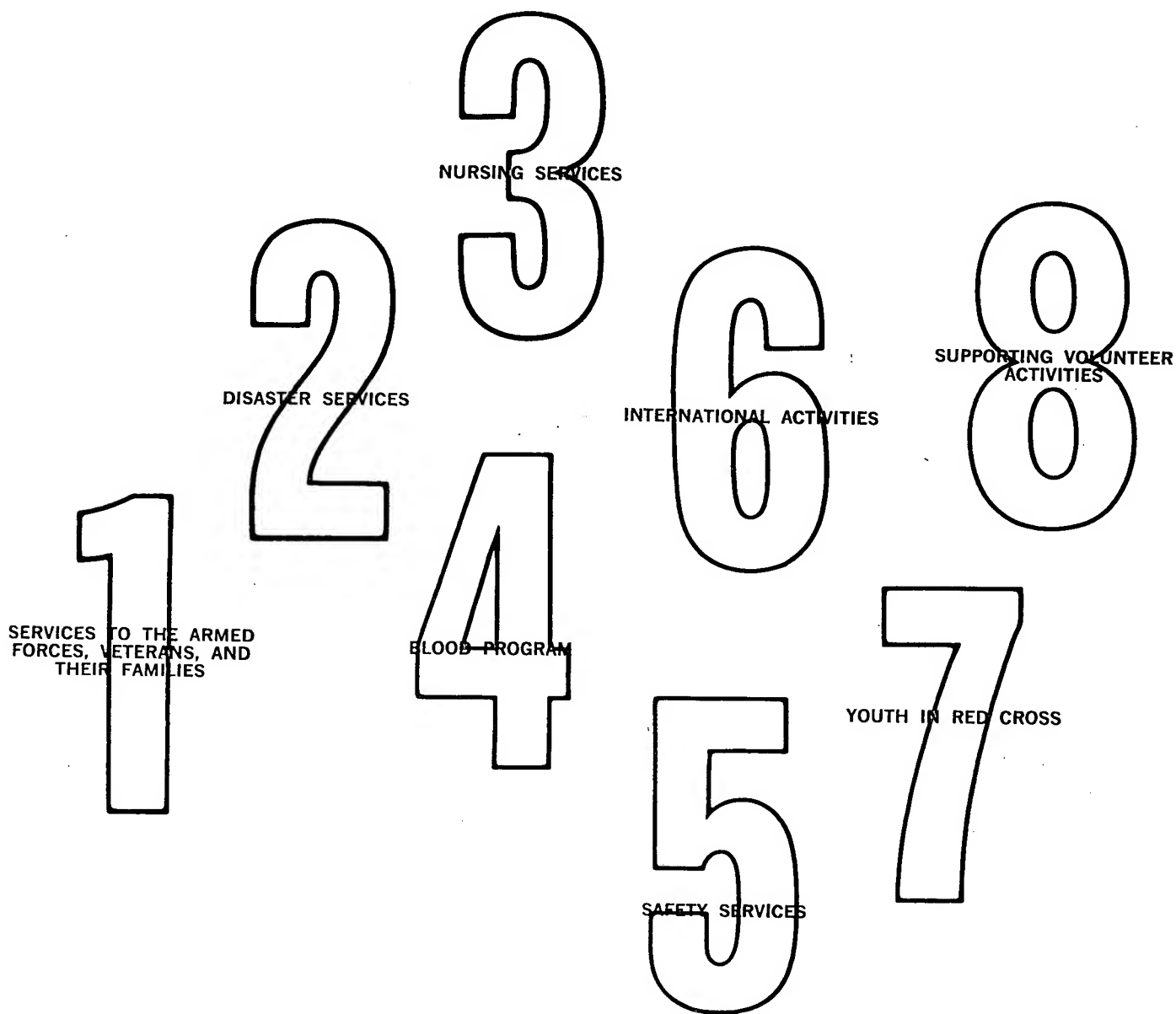
*The Congress of the United States in an Act incorporating
The American National Red Cross charges the organization*

"to furnish volunteer aid to the sick and wounded of Armed Forces in time of war, in accordance with the spirit and conditions of the conference of Geneva . . . and also the treaties of the Red Cross, or the treaties of Geneva . . . to which the United States of America has given its adhesion . . . to act in matters of voluntary relief and in accord with the military authorities as a medium of communication between the people of the United States of America and their Armed Forces, and to act in such matters between similar national societies of other governments through the 'Comité International de Secours,' and the Government and the people and the Armed Forces of the United States of America . . . and to continue and carry on a system of national and international relief in time of peace and apply the same in mitigating the sufferings caused by pestilence, famine, fire, floods, and other great national calamities, and to devise and carry on measures for preventing the same."

The people of the United States give the time, talent, thought,
skill, blood (the gift of life), good cheer, counsel, money, and heart.

Especially heart.

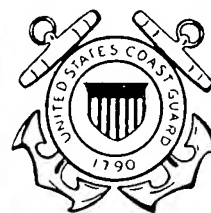
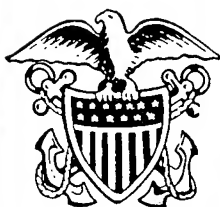
The result is these major services for the nation, all operating
under **ONE RED CROSS**:



SERVICES TO THE ARMED
FORCES, VETERANS, AND
THEIR FAMILIES

Corporal Riley said he had always just taken the Red Cross for granted. He enjoyed the "back home" entertainment and refreshments brought by the Red Cross clubmobile girls. He knew there was "a Red Cross man" with his outfit. But the fact was: Corporal Riley took the Red Cross for granted . . . never gave it a thought . . . until one day he got a letter:

His wife back home was sick—she had to have an operation—she didn't have the money to pay for it—and who would take care of the twins? Corporal Riley was now sick too—with worry—because he didn't have the answers. His buddy suggested that maybe the Red Cross man could tell him what to do. This is what happened: The Red Cross field director listened to the



story and then communicated with the Home Service worker in the chapter where the corporal's wife was living. In a few days, word came back that the Red Cross had arranged for medical attention and for care of the children while their mother was in the hospital. The message added that the Home Service worker would stay in touch with the family and keep the field director informed of Mrs. Riley's condition.

Corporal Riley doesn't take the Red Cross for granted any more.

This past year there were plenty of Corporal Rileys, ex-Corporal Rileys, and their families too who were glad that there was a Red Cross.

Servicemen and women at domestic military installations and overseas have Red Cross service available to them. The Red Cross is on the job also in military and veterans hospitals, at Veterans Administration offices, and in every serviceman's or veteran's home town or home county in

the nation. That means *everywhere!*

Last year Red Cross field directors assigned around the world handled hundreds of thousands of communications for servicemen; obtained reports from chapters that were useful to military commanders in making decisions on emergency leaves, transfers, and separations for compassionate reasons; helped with personal and family problems; and provided financial assistance approximating \$7,400,000 in grants and loans. Of the loans made, approximately 93 percent are repaid.

American Red Cross volunteers overseas brought to our military communities many of the same services that are available to families in the United States.

In Korea, clubmobile teams traveled to remote outposts to provide recreation activities for our servicemen. They visited about 300 different military units every week. In Morocco and France the six centers established at the request of the Department of Defense carried on recrea-



tion activities, with excellent participation from the local populations.

In military hospitals Red Cross workers provided patients with counseling, hospitality services for their visitors, financial assistance, personal services, and recreation.

For veterans and their families and dependents of deceased servicemen and veterans, Home Service provided information on and assistance with applications for federal and state benefits, furnished reports in their behalf as requested by the Veterans Administration, and helped them find solutions to personal and family problems.

Red Cross field directors stationed in Veterans Administration offices and chapter workers cooperated to help disabled veterans or their surviving dependents obtain government benefits to which they were entitled. Assistance with claims was not limited to filing applications. Chapter workers frequently had to request help of

other chapters in obtaining evidence recommended by field directors to substantiate claims. In these cases the field directors represented the veteran or survivor before Veterans Administration rating and appeal boards.

In all Veterans Administration hospitals Red Cross volunteers gave a diversity of services. Ranging from their teens to retirement years, they helped in the care and rehabilitation of the Veterans Administration's thousands of patients.

Increasingly these Red Cross volunteers are devoting themselves to the needs of hospitalized veterans 65 or above, who already make up a fifth of the VA patient load. Providing these older patients with new skills and motivations, volunteers help prepare many of them to return to productive, adjusted lives.

For patients who must live out their years in a hospital, Red Cross volunteers bring a touch of the "outside" world and the "heart" of companionship. ■



A man named Olsen really needed help last year when his home was washed away in a town out in Indiana. The Red Cross assisted him—with no obligation to repay.

ing, and medical and nursing care; conducted an extensive inquiry service; and in many other ways saw to the emergency needs of thousands.



All it required was proof of actual need.

When people need help they know they can count on the Red Cross. Last year the Red Cross conducted 298 disaster relief operations for victims of fires, tornadoes, floods, hurricanes, wrecks, explosions, and other disasters.

Thankfully, most communities were not hit by disaster. Local Red Cross chapters were on the alert though—just in case. When disasters did strike, local Red Cross workers and frequently national staff went into action immediately.

The largest single disaster operation of the year was the one following the January and February floods in Ohio, Pennsylvania, New York, Indiana, and West Virginia. Large industrial cities, small towns, and farms were affected. The Red Cross operated 84 shelters; provided meals, cloth-

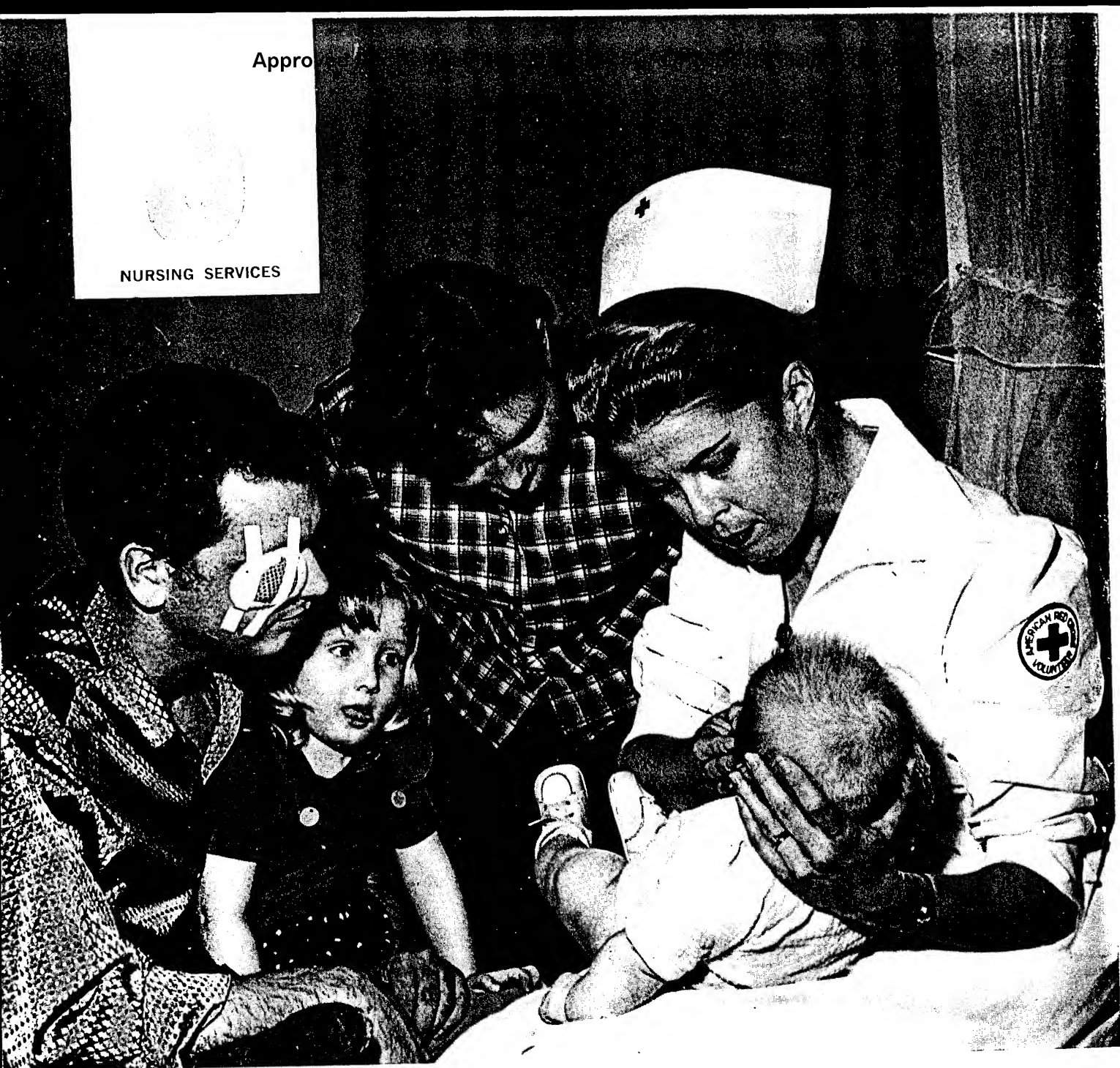
Then followed the rehabilitation period, during which the Red Cross aided over 10,800 families by giving them food, clothing, and other maintenance, household furnishings, extended medical and nursing care, and occupational tools and equipment and by building or repairing their homes. Expenditures in this one operation totaled approximately \$3,050,000.

Red Cross benefits to the nation's disaster victims last year were provided at a cost of \$6,904,982—nearly seven million good, hard American dollars spent wisely and carefully.

During the fiscal years 1955-59, the Red Cross gave emergency mass care and individualized aid to hundreds of thousands of disaster victims. The cost of this service totaled more than \$73,000,000. ■



NURSING SERVICES



1959 was a year in which Americans could look back at a long record of distinguished achievement by the Red Cross nurse.

Many of us can recall 1918. Millions of American men were in training camps or

already on the battlefields of France. The Red Cross was writing one of the finest chapters in volunteer service history. The memorable Red Cross Roll Call poster that year depicted a Red Cross nurse holding a wounded soldier. Everybody was singing

The Rose of No Man's Land. And who was she? She was the Red Cross nurse, whom everyone revered.

Today the ideals of the Red Cross nurse are the same as they were in 1918.

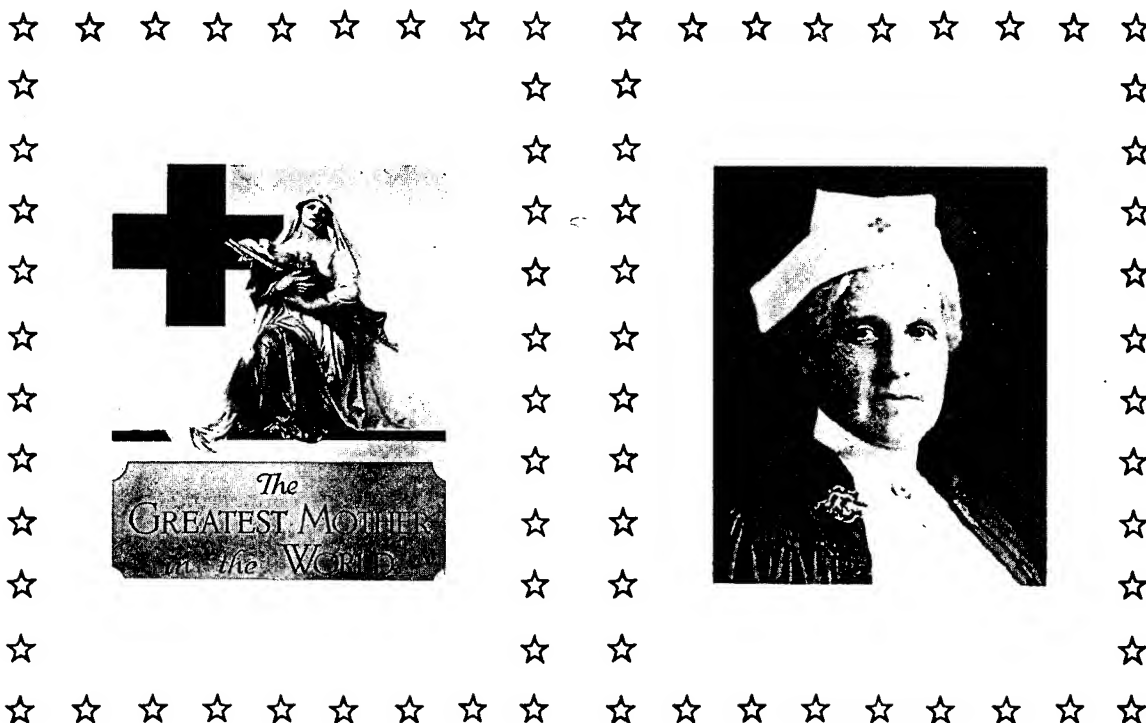
"In the battle against human suffering the Red Cross nurse is the first to serve, the last to rest." That sentiment was in the hearts of many Americans in the 1959 observance of Red Cross Nursing Services' Jubilee.

Last year chapters maintained a reserve of 58,000 professional nurses for Red Cross duty call. On Red Cross disaster relief operations, 97 percent of the nurse assignments were volunteer. In the January and February 5-state floods along the Ohio and its tributaries and in other disaster operations, Red Cross volunteer nurses gave 4,000 full days, or the equivalent of more than 10 calendar years, caring for disaster victims.

Throughout the nation, nurses volunteered with the Red Cross to serve in community clinics and blood donor centers and to teach the two home nursing courses, Care of the Sick and Injured and Mother and Baby Care. The Red Cross awarded 225,500 certificates to persons completing the courses.

Initiated during the year was a Red Cross program of training aides employed in nursing homes. A new volunteer nurse's aide program in Veterans Administration hospitals was readied for experiment. Aides are to be trained to assist patients with physical therapy exercises and help them to become more self-reliant.

Red Cross Nursing Services—founded in 1909 by Jane Delano—looks to the next 50 years with the conviction born of a great, proud past: It envisions even stronger and more extensive programs in the interest of the nation's health. ■



SAFETY SERVICES



Almost every one of us can recall a time when Red Cross first aid came in handy. Many of us can recall a time when someone's life was saved by artificial respiration learned in a Red Cross course. And we must never forget the courses in swimming and diving, lifesaving, smallcraft, and canoeing that millions of Americans have been able to take through Red Cross—all for safety. Since the beginning of Red Cross Safety Services in 1910, 38,000,000 certificates have been issued to persons completing formal courses—21,000,000 in first aid and 17,000,000 in water safety.

During the past year, Safety Services spurred its efforts to teach Americans how to live safely. Certificates issued to persons completing Red Cross first aid and water safety courses numbered 2,513,300. New educational materials on safety produced by the Red Cross for public distribution included stories, pictures, and cartoons for newspaper and magazine use and also a motion picture, *Teaching Johnny To Swim*, based on the Red Cross booklet of the same name.

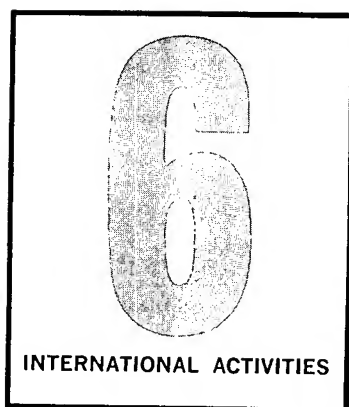
Because of the accident potential attending the greatly increased popularity of recreational boating, the Red Cross has been familiarizing boating enthusiasts with facts about boats and motors, boating regulations, and principles of water safety.

The past year, the mouth-to-mouth (or mouth-to-nose) technique of artificial respiration was adopted by Red Cross, upon the recommendation of the National Academy of Science, National Research Council, as the one most practical for a single rescuer to use. The method was publicized through the issuance of a textbook supplement, which also presents modifications of the two manual resuscitation methods.

In 1960 the Red Cross will celebrate the fiftieth anniversary of the launching of its nation-wide first aid program. It will be a fitting time to observe that many hundreds of persons are now alive who would not be but for the Safety Services of the Red Cross. ■

1959 marked the centenary of the birth of the Red Cross idea on the battlefield of Solferino in Italy. The anniversary was observed throughout the world. At Solferino an international memorial to the humanitarian initiative of Henri Dunant was dedicated. In the memorial 78 countries are represented through contributions of native stone and money.

For the thousands of battle victims at Solferino, the aftermath was pain, mutilation, and death. But the aftermath for posterity is the Red Cross, a bond among the peoples of the world.



Ambassador Henry Cabot Lodge, United States Representative to the United Nations, addressing delegates at the 1959 Red Cross national convention, stated that "the world-wide work of the Red Cross is not a distant hope but a present fact, and a fact of inestimable value. It keeps us faithful to the universal moral law. . . . Governments have to heed the dictates of strategy. The Red Cross can elicit and translate into effective action what Lincoln called 'the better angels of our nature,' because the Red Cross teaches us to give generously and receive gratefully.

"It is, therefore, good that the Red Cross, the Red Crescent, and the Red Lion and Sun exist around the world. It is good that the Red Cross should be so warmly supported in the United States. Its countless acts of mercy have stirred feelings of fellowship in many countries, and such feelings are among the great realities that will live on long after communism and the cold war, with all their bitter passions, have faded into history."

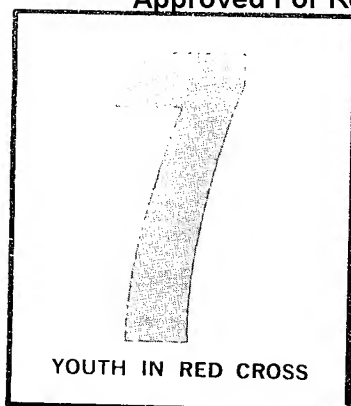
The American Red Cross had a busy and fruitful year on the international scene. It gave financial and material aid to Algerian refugees in Morocco and Tunisia and Tibetan refugees in India. It sent, as it has done since 1955, two American Red Cross parcels a month, plus family packages, to all Americans known to be held captive inside China. It cooperated with other Red Cross societies in helping to locate, in 800 instances, persons missing because of World War II or subsequent events.

The American Red Cross welcomed 51 visitors—from 29 Red Cross societies, the League of Red Cross Societies, and the International Committee—who were interested in studying our Red Cross programs and organization.

During the year negotiations between the Red Cross societies of the United States and East Germany terminated in the release of nine American servicemen detained after their helicopter was forced down. Similar negotiations accounted for the release, on two separate occasions, of five other servicemen and of one civilian employee of the American military.

The deeds of mutual aid among all Red Cross societies evidence the broadening benevolence of mankind: They are an element of hope for the future. ■





Young people are reaching out for opportunities to serve others. Through the Red Cross, they have these opportunities in great measure.

Among the projects of Junior Red Cross members in one chapter last year was the building of miniature houses to the specifications of psychiatrists working with hospitalized children. The project was a complicated one; the juniors enjoyed it all the more because they were creating something that would be put to important use. Projects that young people can really "sink their teeth into" are becoming more and more the order of the day in Junior Red Cross.

Events in Red Cross the past year give promise of even broader and more varied activities for youth and young adults. In the summer of 1958 a special conference was held to explore and appraise means of activating a dynamic interest in Red Cross among college students. Then followed (1) the distribution of an interim report made by the Red Cross Youth Study Committee to stimulate chapters to strengthen their youth programs and (2) the creation of a new Office of Educational Relations to keep pace with the growing interests, needs, and problems of the younger population.

Millions of Junior Red Cross members engaged actively in chapter and community activities last year. The international school art, album, exhibit, school chest, and gift box programs were stepped up. The Red Cross Children's Fund helped to meet the needs of children in other lands, furnishing polio vaccine, for example, for children in Greece and India. Participation of college students began to increase as Red Cross gave more attention to the campus as a source for volunteer service.

The initiative and imagination of youth and adult leaders together accounted for a year of achievement. Imaginative acceptance of youth's skills and enthusiasm promises "a bridge of Red Cross service to the future." ■

Suppose a businessman had 149 volunteer workers for every employee. He'd be able to operate at a minimum cost. Because the Red Cross has 149 to 1, it can carry on many more activities than it would be able to otherwise.

The accomplishments of the past year are in great measure a reflection of the efforts of the organization's large number of volunteers active in all Red Cross programs throughout the nation and at American armed forces installations overseas. Volunteers responded in force as they have always done to raise the funds needed for the work of the Red Cross. Volunteers supported and took an active part in the new and different approaches being tried out cooperatively by the national organization and chapters to improve chapter programming, economy, and efficiency. From these efforts have come indications for organizational betterment.

Listed with pride among the volunteers of the organization last year are the members of the Advertising Council, Inc., the advertising agency designated by the

Council to serve Red Cross, radio and television networks and stations, the newspapers, wire services, national magazines, and company publications, the motion picture producers and exhibitors, the outdoor advertisers, and many others in the communications industry who promoted and interpreted Red Cross.

Gray Ladies, volunteer nurse's aides, staff aides, social welfare aides, and members of Motor, Entertainment and Supply, Canteen, Arts and Skills, and Production Services carried on many and varied activities last year in Red Cross chapters, institutions, and agencies.

Volunteers are, in almost all instances, trained for their specialties by the Red Cross. A pioneer in volunteer training and activities, the Red Cross shares its "know how" with other agencies.

The work of volunteers—2,000,000 strong—is evidence of the nation's belief in the principle that the common well-being can best be served through voluntary action.



GENERAL

This report presents the financial position of The American National Red Cross and the results of its operations for the fiscal year ended June 30, 1959.

The national organization's financial plan provides for:

1. An annual campaign for members and funds to finance the established services and activities of the organization—national and international.
2. A disaster revolving fund available for expenditure when disaster needs are in excess of the amount provided in the current year's budget.
3. A general fund balance available to meet extraordinary commitments precipitated by a national emergency or other circumstances, pending special public appeal for funds.
4. An endowment fund, from which only the income is available for expenditure for program services and activities.

The bylaws provide there shall be held in the general fund of the corporation all sums received from any source, including:

1. Membership dues, contributions, gifts, and donations (except any portion thereof authorized by the Board of Governors to be retained by the chapters);
2. Income derived from the Endowment Fund, unless a contrary use is designated; and
3. All other income of the corporation.

Funds restricted as to purpose by the donors are accepted only when such purposes are within the scope of the organization's program. They are carried as part of the general fund but are accounted for through the maintenance of subsidiary records. For example, contributions for a specific disaster relief operation are made a part of the general fund but are set aside in a special account for that operation. Likewise, contributions for the Junior Red Cross are recorded in a special account designated "The American Red Cross Children's Fund," and are appropriated only

for Junior Red Cross projects and program activities. For report purposes, the receipts and expenditures of restricted funds are combined with general funds in the statement of income and expenditures (page 22).

The bylaws state that, unless otherwise designated by the donor, there shall be received and held in the Endowment Fund all monies derived from gifts made by will, trust, or similar instrument, except such portion thereof authorized by the Board of Governors to be retained by the chapters.

The Endowment Fund is administered and controlled by a board of nine trustees as provided in the congressional charter, and separate books are maintained. Only the income earned on the invested principal is available for expenditure by the organization in the conduct of its general program of services and activities. The Endowment Fund, together with certain other funds held by the trustees, is administered in a manner similar to that in which banks administer common trust funds, with each investor holding participating units in the principal of the funds and sharing ratably in earnings.

ACCOUNTING PRACTICES

Generally, it is the practice of the corporation to record the cost of supplies and equipment as an expenditure at the time of purchase. Exceptions to this practice are supplies purchased for sale to chapters, comfort supplies purchased for free distribution to the armed forces, and supplies and equipment purchased for the operation of Blood Services. The value of such supplies and equipment is charged to inventory accounts at the time of purchase. As sales of supplies and equipment are made to chapters or as shipments are made to points of usage or distribution, the inventory accounts are reduced.

Land and buildings are carried in the balance sheet at a nominal value of \$1 for each parcel or unit. The cost of land and buildings in excess of such nominal value and the cost of all additions, improvements, and betterments thereto are recorded as expense in the

year in which the expenditure or commitment is made.

The outstanding balance of servicemen's loans, less an allowance for uncollectible loans, is shown as an asset in the balance sheet at the close of each fiscal year on June 30.

At the close of each fiscal year (June 30) any unexpended balance of the amount appropriated in the annual budget for disaster relief is transferred to the disaster revolving fund.

ADMINISTRATIVE EXPENSE

There is no commonly accepted definition of just what constitutes "administrative expense" or "overhead" in a service and relief organization. By and large, the programs of the Red Cross performed on behalf of the American people consist for the most part of service of a personal nature that must be performed by personnel, either paid or volunteer, on which it is not possible to place a dollar value and in which relief in the form of a tangible commodity is not a factor. The amount of money expended for grants of funds and for supplies in the direct relief sense is relatively not large, except for disaster relief, and it is only incidental to the service programs.

If the term "administrative expense" or "overhead" is defined to mean expenses attributable to the overall direction of the organization and not including amounts directly expended in connection with the conduct of the service programs, then the question may be readily resolved. On page 18 of this report, there is shown a combined statement of income and expenditures of the national organization and the 3,690 chapters and their branches.

In Red Cross, the term "General Management-Planning and Administration" is used to denote administrative expense and includes executive offices, personnel administration, and accounting and auditing. Against this caption in the statement referred to, it will be noted that a total of \$11,731,005 was expended for this purpose. The total expendi-

tures for all services and activities amount to \$86,456,167. Therefore, in the overall, the cost of administration amounted to 13.6 percent, or, putting it another way, approximately 14 cents of each Red Cross dollar was expended by the national organization and the chapters for general management. All chapters are separately organized and function independently of each other. This accounts for the higher ratio of general management expense for the chapters as a group than for the national organization as a single entity.

The Red Cross is essentially a volunteer organization. Annually about 2,000,000 men and women give their services voluntarily to the Red Cross in their communities. Obviously, the value of their participation if measured in dollars would reach astronomical proportions. There are approximately 13,400 paid employees—3,800 in the national organization and 9,600 in the 3,690 chapters. Therefore, the ratio of paid personnel to the number of volunteers is 1 to 149.

ANNUAL AUDIT

The charter and the bylaws provide that the financial reports of the organization be audited annually by the Department of Defense and independent public accountants. The audit report of the Department of Defense is transmitted to the Congress of the United States by the Secretary of Defense.

The financial statements of the national organization for the year ended June 30, 1959, compared with the year ended June 30, 1958, together with the report of Haskins & Sells, appear on pages 19 through 23.

The combined statement immediately following sets forth the income and expenditures of the domestic chapters and their branches and of the national organization for the year ended June 30, 1959. The audit reports of all chapters for the year ended June 30, 1959, had not been received by the national organization when this report was released for printing. Therefore, the income and expenditure figures shown for the chapters are approximate. ■

COMBINED STATEMENT OF INCOME AND EXPENDITURES OF THE NATIONAL ORGANIZATION AND THE 3,690 CHAPTERS AND THEIR 3,007 BRANCHES

For the Year Ended June 30, 1959

	For the national organization <i>See Note (1)</i>	For the chapters and their branches <i>See Note (2)</i>	<u>Total</u>
INCOME:			
Fund campaign contributions	\$39,496,885	\$44,868,719	\$84,365,604
For Junior Red Cross program	245,892	786,089	1,031,981
Other	3,171,111	5,532,586	8,703,697
Total Income	<u>\$42,913,888</u>	<u>\$51,187,394</u>	<u>\$94,101,282</u>
EXPENDITURES:			
Services to the armed forces, veterans, and their families:			
Domestic	\$11,873,307	\$16,495,298	\$28,368,605
Insular and foreign	4,897,676	135,773	5,033,449
Total	<u>\$16,770,983</u>	<u>\$16,631,071</u>	<u>\$33,402,054</u>
Disaster services	5,343,815	1,561,167	6,904,982
Blood services	3,932,801	8,786,553	12,719,354
Health, nursing, and safety services	1,549,303	5,334,168	6,883,471
Services and assistance to chapters	4,960,194	—	4,960,194
Educational relations:			
For general program	383,812	1,871,082	2,254,894
For American Red Cross Children's Fund projects	205,848	816,235	1,022,083
Community services	—	973,216	973,216
Public information	782,764	1,439,699	2,222,463
Membership enrollment and fund raising	444,548	2,756,032	3,200,580
International services	181,871	—	181,871
General management—planning and administration	2,212,739	9,518,266	11,731,005
Total Expenditures	<u>\$36,768,678</u>	<u>\$49,687,489</u>	<u>\$86,456,167</u>
REMAINDER—Income transferred to:			
Disaster revolving fund	\$ 5,600,000	—	\$ 5,600,000
Funds unappropriated	545,210	1,499,905	2,045,115
	<u>\$ 6,145,210</u>	<u>\$ 1,499,905</u>	<u>\$ 7,645,115</u>

Notes:

- (1) See Statement of Income and Expenditures and General Funds Unappropriated, page 22.
- (2) Refer to last paragraph, page 17.

ACCOUNTANTS' REPORT

The American National Red Cross:

We have examined the balance sheet of The American National Red Cross (not including accounts of Chapters) as of June 30, 1959 and the related statement of income and expenditures and general funds unappropriated for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statement of income and expenditures and general funds unappropriated present fairly the financial position of the Corporation (not including accounts of Chapters) at June 30, 1959 and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

HASKINS & SELLS

New York,
September 15, 1959.

BALANCE SHEET, JUNE 30, 1959 AND 1958

(NOT INCLUDING ASSETS AND LIABILITIES OF CHAPTERS)

GENERAL FUNDS

ASSETS	1959	1958
CASH.....	\$ 6,426,222	\$ 6,725,840
UNITED STATES GOVERNMENT SECURITIES—At cost less amortization (approximate quoted market value at June 30, 1959—\$39,996,000).....	41,378,872	37,386,049
ACCOUNTS RECEIVABLE:		
From chapters on account of annual fund campaign— estimated (1959—\$8,600,000 since collected)	17,500,000	15,000,000
Other.....	744,986	677,546
SERVICEMEN'S LOANS—Less reserve for doubtful loans: 1959—\$540,000; 1958—\$505,000.....	2,741,498	2,498,683
SUPPLIES AND EQUIPMENT—At cost or less (for use at blood centers, sale to chapters, and free distribution to Armed Forces).....	561,089	886,738
TRAVEL AND OTHER ADVANCES TO EMPLOYEES.....	395,621	410,910
ADVANCES TO CHAPTERS—Principally for acquisition and improvement of land and buildings—long term.....	1,573,588	1,324,819
LAND AND BUILDINGS—At nominal value of \$1.00 for each parcel.....	424	396
DEFERRED CHARGES AND MISCELLANEOUS ASSETS.....	15,276	4,029
Total	\$71,337,576	\$64,915,010

ENDOWMENT AND OTHER INVESTED FUNDS

(Administered by the Trustees of the Endowment Fund—Income Only Available for Expenditure)

ASSETS

CASH.....	\$ 144,074	\$ 296,336
DUE FROM GENERAL FUNDS—Net.....	45,322	218,209
ACCRUED INTEREST AND DIVIDENDS RECEIVABLE.....	177,554	166,783
INVESTMENTS—Generally at current market value:		
United States Government securities.....	14,064,901	17,599,998
Corporate and other bonds.....	3,486,143	2,741,381
Preferred stocks.....	1,292,333	1,034,557
Common stocks.....	10,502,699	7,645,788
Real estate mortgage notes.....	5,961,558	4,297,859
Miscellaneous.....	29,101	32,092
Total	\$35,703,685	\$34,033,003

SEE NOTES TO FINANCIAL STATEMENTS.

LIABILITIES AND FUNDS	1959	1958
ACCOUNTS PAYABLE.....	\$ 1,797,238	\$ 2,150,890
DISASTER RELIEF COMMITMENTS OUTSTANDING.....	173,934	774,377
OTHER CURRENT COMMITMENTS OUTSTANDING.....	637,916	391,672
DUE ENDOWMENT AND OTHER INVESTED FUNDS— Net.....	45,322	218,209
FUNDS ALLOCATED OR APPROPRIATED:		
Funds received or receivable (see contra) from annual fund campaign—for expenditure for operations dur- ing succeeding fiscal year.....	37,574,502	36,487,186
Disaster revolving fund.....	12,800,000	7,200,000
Restricted purpose funds:		
American Red Cross Children's Fund.....	718,140	662,771
Other.....	55,727	40,318
FUNDS UNAPPROPRIATED.....	17,534,797	16,989,587
Total	<u>\$71,337,576</u>	<u>\$64,915,010</u>

LIABILITIES AND FUNDS

PAYABLE FOR SECURITIES PURCHASED.....		\$ 103,469
PRINCIPAL OF FUNDS:		
Endowment funds:		
Income restricted.....	\$ 1,232,434	1,183,909
Income unrestricted.....	30,743,069	29,235,491
Other invested funds—income restricted.....	1,332,514	1,221,800
Unrealized appreciation of investments in securities...	2,395,668	2,288,334
Total	<u>\$35,703,685</u>	<u>\$34,033,003</u>

STATEMENT OF INCOME AND EXPENDITURES AND GENERAL FUNDS UNAPPROPRIATED

For the Years Ended June 30, 1959 and 1958

(NOT INCLUDING INCOME AND EXPENDITURES OF CHAPTERS)

	1959	1958
INCOME:		
Contributions:		
From March 1958 and 1957 fund campaigns.....	\$39,496,885	\$39,880,597
For disaster relief operations.....	937,385	4,214,127
For Junior Red Cross program.....	245,892	327,895
Other.....	71,974	75,652
Total	\$40,752,136	\$44,498,271
Interest earned on general fund securities—		
less amortization of premiums.....	806,167	916,332
Income from endowment and other invested funds...	1,072,130	1,013,810
Other.....	283,455	240,349
Total Income	\$42,913,888	\$46,668,762
EXPENDITURES (Note 2):		
Services to armed forces, veterans, and their families:		
Domestic.....	11,873,307	11,742,408
Insular and foreign.....	4,897,676	4,816,893
Total	\$16,770,983	\$16,559,301
Disaster services.....	5,343,815	7,325,827
Blood services.....	3,932,801	3,936,079
Health, nursing, and safety services.....	1,549,303	1,496,843
Services and assistance to chapters.....	4,960,194	4,631,430
Junior Red Cross services:		
For general program—less enrollment fees to		
extent of \$532,277 in 1959 and \$431,329 in 1958.	383,812	353,620
For American Red Cross Children's Fund projects.	205,848	261,686
Public information.....	782,764	757,921
Membership enrollment and fund raising.....	444,548	437,134
International services.....	181,871	191,615
General management—planning and administration:		
Executive offices.....	818,254	800,947
Accounting and auditing.....	588,330	559,947
Personnel administration.....	806,155	738,115
Total Expenditures	\$36,768,678	\$38,050,465
REMAINDER—Income.....	\$ 6,145,210	\$ 8,618,297
GENERAL FUNDS UNAPPROPRIATED—		
Beginning of year.....	16,989,587	12,955,010
CREDIT—Arising from restoration of servicemen's loan bal-		
ances charged to expenditures in prior years.....		2,616,280
LESS—Transfers to disaster revolving fund.....	(5,600,000)	(7,200,000)
GENERAL FUNDS UNAPPROPRIATED—End of year...	\$17,534,797	\$16,989,587

SEE NOTES TO FINANCIAL STATEMENTS.

NOTES TO FINANCIAL STATEMENTS:

1. Under the bylaws of the Corporation, funds derived from unrestricted legacies, etc., are to be considered as endowment funds. Accordingly, the funds so derived during the years ended June 30, 1959 and 1958, aggregating \$1,573,326 and \$1,325,522, respectively, were received directly into the Endowment Fund of the Corporation and, therefore, have been excluded from the Statement of Income and Expenditures.

2. The Corporation allocates expenditures for office services, maintenance and improvement to buildings and grounds, and supply procurement and distribution to the various services and activities which it conducts inasmuch as such expenditures are considered as an indirect cost thereof. Accordingly the following expenditures were allocated, generally on the basis of direct costs or number of personnel engaged in the various services or activities:

	1959	1958
Office services.....	\$ 1,640,070	\$ 1,609,687
Maintenance and improvement of buildings and grounds.....	588,470	561,709
Supply procurement and distribution.....	504,997	485,422
Total.....	<u>\$ 2,733,537</u>	<u>\$ 2,656,818</u>

3. In accordance with procedures in effect at June 30, 1959, \$5,600,000 of income, representing the approximate unexpended balance of the amount appropriated in the 1958-59 budget for disaster services, was transferred to the disaster revolving fund.

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TABLE I
Career Personnel of the American Red Cross, 1958-59

(EXCLUDES STAFF ONLY BRIEFLY EMPLOYED AND PAID IN THE FIELD, PARTICULARLY AT FOREIGN STATIONS, REGULAR STAFF CALLED TO THE MILITARY SERVICE, AND REGULAR STAFF ON LEAVE WITHOUT PAY. THE CHAIRMAN OF THE CORPORATION IS A VOLUNTEER.)

A. NATIONAL CAREER STAFF

SALARY RANGE	ACCORDING TO SALARY SCHEDULE					ACCORDING TO PLACE OF ASSIGNMENT			
	\$1,500 to \$3,999	\$4,000 to \$6,999	\$7,000 to \$9,999	\$10,000 to \$14,999	\$15,000 and over	Total	National head- quarters	Area offices and field	Insular and foreign
	\$3,351	\$5,449	\$7,918	\$11,496	\$18,083	\$5,072			
Services to the Armed Forces and Veterans	779	1,269	75	10	—	2,133	85	1,493	555
Disaster Services	4	49	40	1	—	94	22	72	—
Blood Services	8	20	13	6	1	48	19	29	—
Nursing Services	8	50	9	1	—	68	8	58	2
First Aid and Water Safety Services	9	56	12	2	—	79	10	62	7
Junior Red Cross and Educational Relations	22	18	12	2	—	54	23	29	2
International Relations	—	2	2	1	—	5	4	—	1
Office of Volunteers	9	11	11	—	—	31	7	20	4
Services to Chapters	30	229	52	8	1	320	10	310	—
Office of the Medical Director	1	1	1	1	—	4	4	—	—
Membership and Fund Raising	7	7	10	2	—	26	6	20	—
Public Information	21	31	17	5	—	74	37	34	3
Telecommunications	60	114	12	2	—	188	39	149	—
General Executive Offices, including									
Personnel and Accounting Services	46	99	35	13	10	203	127	60	16
Operating Facilities	306	145	30	3	—	484	194	286	4
Total	1,310	2,101	331	57	12	3,811	595	2,622	594

B. CHAPTER CAREER STAFF

Administrative and professional 5,500
 Clerical and other 4,100
 Total 9,600

C. GRAND TOTAL CAREER STAFF, NATIONAL AND CHAPTER, . . . 13,400

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TABLE II

*Volunteer Workers, Blood Donors, Red Cross
Membership, Fund Campaign Contributions*

2,000,000 estimated grand total volunteers engaged in Red Cross activities

The different counts of estimated volunteers shown in the various segments of this table cannot be added because of extensive cooperative activities among Red Cross Services

Among the total estimated *volunteers* serving in Red Cross activities were:
 400,000 volunteers in the various activities of the supporting Services
 170,000 voluntarily enrolled as authorized instructors of Red Cross training courses
 58,000 nurses voluntarily enrolled for community service
 37,000 volunteer nurses providing nursing services in chapters
 83,000 volunteers engaged in Blood Program activities
 48,000 volunteers serving civilian hospitals
 150,000 volunteers serving other community agencies

A cross section of estimated volunteer activity according to certain general areas of service presents the following record

<u>Shown for:</u>	<u>Volunteers serving (mo. avg.)</u>	<u>Total hours served</u>		<u>Hospitals, stations, institutions, and other agencies served</u>
Military hospitals.....	13,400	1,009,000	for	286 hospitals
Military stations.....	8,000	1,025,000	for	281 stations
Veterans Administration hospitals	17,200	2,140,000	for	174 hospitals
Family service to servicemen, veterans, their dependents, and to civilians.....	8,800(A)	xxx	for	2,240 chapters
Blood Program.....	60,000	2,100,000	for	54 programs
Civilian hospitals.....	24,000(A)	xxx	for	6,600 hospitals
Other community agencies.....	77,500(A)	xxx	for	9,900 agencies

Included as part of the estimated volunteers previously reported, workers in the various supporting Services earning certificates and serving during the year were:

<u>Supporting Services</u>	<u>Certificates issued</u>	<u>Workers serving during year</u>
Arts and Skills.....	50	3,000
Canteen.....	1,300	35,100
Entertainment and Supply.....	300	36,900
Gray Lady.....	14,900	70,900
Motor.....	700	19,600
Production.....	300	37,600
Social Welfare Aide.....	500	7,400
Staff Aide.....	3,500	43,800
Volunteer Nurse's Aide.....	2,400	19,300
Total.....	23,950	xxx

(A) Estimated

*Volunteer Workers, Blood Donors, Red Cross
Membership, and Campaign Contributions*

Instructors authorized and certificates issued, other than for the supporting Services, included:				
Type of training activity	Chapters reporting classes	Instructors authorized and reauthorized	CERTIFICATES ISSUED	
			Total	School, college, and other youth groups
First Aid.....	2,523	85,000	959,000	424,000
Water Safety.....	2,449	71,000	1,554,300	320,000
Home Nursing.....	1,310	13,000	225,500	150,300
Nurse's Aide.....	157	425	2,400	—
197,600 persons made blood donations each month				
44,700,000 grand total Red Cross members				
24,200,000 senior members				
20,500,000 junior members				
1958 Fund Campaign Contributions				
\$83,280,000 total domestic		\$44,868,700 for use by chapters		
\$ 1,085,600 other, including U. S. military and civilians overseas		\$39,496,900 for use by national organization		
\$84,365,600 grand total contributions				

TABLE III

Services to the Armed Forces and to Veterans

A. HOME SERVICE IN CHAPTERS

<i>Total</i>	<i>Monthly Average</i>
642,500 net total families served, including:	Cases and requests served:
451,600 families of servicemen	87,000 servicemen and dependents
132,800 families of veterans	34,700 veterans and dependents
58,100 civilian families	27,700 civilians
Financial assistance:	Financial assistance provided to:
\$4,131,500 total to all families, including:	10,500 total families, including:
\$3,378,600 to families of servicemen	6,500 families of servicemen
\$ 581,200 to families of veterans	2,900 families of veterans
\$ 171,700 to civilian families	1,100 civilian families

B. SERVICE IN MILITARY HOSPITALS AND AT MILITARY STATIONS

79,500 servicemen given service each month
99,500 loans made during year
\$7,370,200 financial assistance provided

TABLE III (Continued)

C. SUMMARY OF FINANCIAL ASSISTANCE TO SERVICEMEN,
VETERANS, AND DEPENDENTS

\$ 7,370,200 to servicemen at military stations and in military hospitals
 \$ 3,378,600 to servicemen and dependents by chapters
 \$10,748,800 total to servicemen and their dependents
 \$ 581,200 total to veterans and dependents by chapters
 \$11,330,000 grand total to servicemen, veterans, and their dependents. Most of the
 loans are later repaid.

D. SUPPLEMENTAL RECREATIONAL ACTIVITIES OVERSEAS

109,300 miles traveled by clubmobiles
 14,000 program events presented
 86,300 servicemen attending each month

E. SERVICES AT VETERANS ADMINISTRATION OFFICES AND IN
VETERANS ADMINISTRATION HOSPITALS

69 VA offices with Red Cross staff
 12,200 families of veterans and surviving dependents given service each month at
 VA claims offices
 15,400 powers of attorney given to Red Cross
 127,900 patients and domiciliary members in Veterans Administration hospitals
 where service was provided each month by Red Cross volunteers

TABLE IV

*Disaster Relief—National and Chapter Operations,
 Domestic and Insular (Summary includes data from preliminary reports)*

Disaster relief was given in 352 chapters in 37 states and in 2 insular territories

Type of disaster	Chapters in relief operations	Operations initiated	Dwellings		Persons Killed	Persons Injured	Persons given emergency mass care	Families assisted in rehabilitation
			Destroyed	Damaged				
Hurricane	19	3	10	5,840	—	20	11,550	800
Tornado	88	36	225	4,000	49	570	11,350	1,500
Other								
storms.	12	15	20	800	—	10	700	100
Flood....	191	61	335	32,200	82	1,850	55,500	13,400
Fire.....	76	170	225	100	136	1,050	7,100	1,100
All other.	12	13	20	400	83	150	2,600	100
Grand								
Total..	xxx	298	835	43,340	350	3,650	88,800	17,000

TABLE V

Health and Safety Services

A. RED CROSS BLOOD SERVICES

2,367,500	donations of blood for civilian use	54	regional programs in operation as of June 30
3,900	civilian and federal hospitals were provided blood	1,500	chapters participated in the collection of blood

B. OTHER HEALTH AND SAFETY SERVICES ACTIVITIES EXCEPT CLASS INSTRUCTION

FIRST AID AND WATER SAFETY		NURSING SERVICES	
24,300	highway first aid stations, mobile units, and detachments in operation	960	nurse assignments made on major disaster operations
25	aquatic schools conducted	58,000	nurses enrolled for community service as of June 30
3,300	students enrolled		
3,000,000	persons given informal first aid and water safety instruction	38,300	grand total nurses serving in chapter activities during the year

TABLE VI

Junior Red Cross and College Activities

59,200	schools enrolled in Junior Red Cross	4,030	original paintings for shipment to children overseas
38,700	schools in which junior members participated in Red Cross programs other than enrollment	500	correspondence albums sent to schools in
		58	other countries
455,000	gift boxes valued at \$910,000 shipped to children in	400	correspondence albums received for distribution in U.S. schools from
50	other countries	39	other countries
440	school chests (each containing educational, health, and recreation supplies) valued at \$44,000 were filled for overseas schools	Including gifts in kind, the grand total value of international shipments amounted to	
		\$984,000	of which \$29,500 was the value of Junior Red Cross disaster aid to children overseas

400 chapters reported that students from 900 colleges and universities participated in Red Cross activities

TABLE VII

American Red Cross International Services

The League of Red Cross Societies, the International Committee of the Red Cross, and

27 national Red Cross societies received assistance valued at \$282,200 for help in meeting emergency needs abroad and in support of international Red Cross programs

51 overseas visitors interested in Red Cross organization studied methods and services and obtained specialized training in this country. These persons represented

29 Red Cross societies and the League

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of America*

HONORARY COUNSELOR
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Attorney General

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Assistant Secretary of Defense

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*Physicist
Los Alamos, New Mexico*
Cornelius T. Dalton
*Member, Board of Directors,
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Courier-Journal and Times
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*Retired Business Executive
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Samuel F. Downer
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*Lawyer
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W. Croft Jennings
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Dr. Charles N. Leach
*Retired Physician
Newfane, Vermont*
William L. Travis
*Lawyer
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*Consultant, General Petroleum
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*President, WCCO Radio and TV
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*Partner, Buckner
Insurance Counselors
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England Telephone Company
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Mrs. Joe Hume Gardner
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of Volunteers, American
National Red Cross
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Washington Parish Chapter
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Ladies' Home Journal
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James A. Linen
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